

Members' Communication Guide: A Familiarization Workshop

Effective Communication



GOAL: Members of The Catholic Women's League of Canada grow in faith by sharing, witnessing, and developing leadership skills to create positive change.

STRATEGY:

Improve, streamline and expedite internal and external communications.



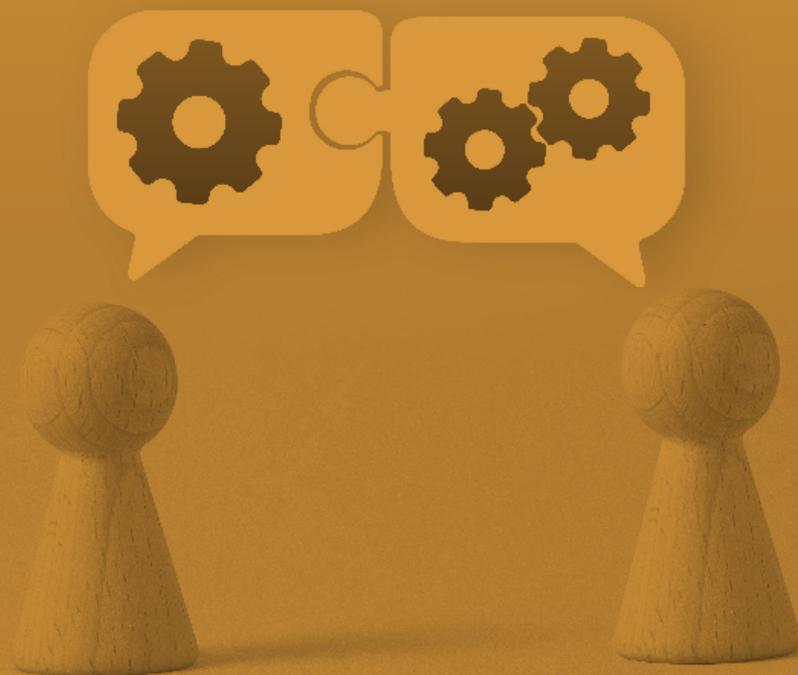


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Members' Communication Guide

A Familiarization Workshop

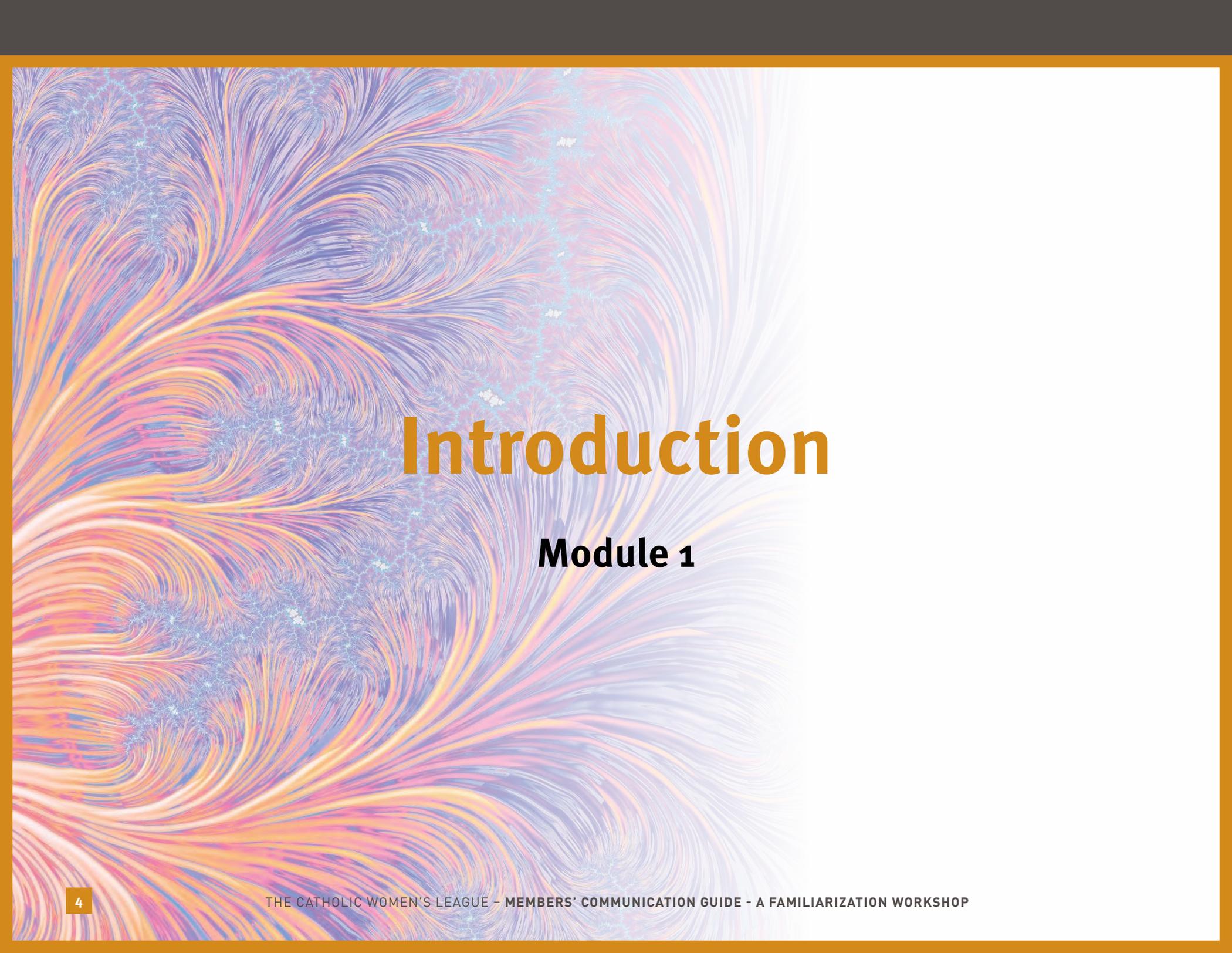
Speaker's Notes

Members' Communication Guide: A Familiarization Workshop

Approximate time for all modules: 50 minutes

Based on the information in the Members' Communication Guide, this workshop will review the basics of communication and help you to share them with your members.

Image source: PowerPoint Stock Images



Introduction

Module 1

Speaker's Notes

Module 1: Introduction

Approximate time: Eight minutes (without discussion)

Image source: PowerPoint Stock Images



Opening Prayer

Let us pray, (Pause)... Let us be still and recognize the presence of God with us and in us.

In the name of the Father, and of the Son, and of the Holy Spirit,

Good and loving God, our source of love and light,

Thank You for bringing us together today in a spirit of generosity.

We offer You this prayer in gratitude.

May we honour one another by keeping an open mind.

May we voice our truth and listen with an open heart.

May we discern Your will to unite us in a fruitful outcome.

We ask for Your wisdom and grace to use our talents for the betterment of others.

With the guidance of the Holy Spirit,

And the loving intercession of Our Lady of Good Counsel,

Through Christ our Lord,

In the name of the Father, and the Son and the Holy Spirit,

Amen.

Speaker's Notes

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Amen.

*Prayer source: "Opening Prayer for a Meeting," Prayers and Spiritual Programs,
The Catholic Women's League of Canada*

Background to Developing the Guide and Workshop

**Strategy G1.F1: Improve,
streamline, and expedite internal
and external communication**



Speaker's Notes

READ:

Background to Developing the Guide and Workshop: As part of the five-year strategic plan, the effective communication working group was assigned strategy G1.F1 Improve, streamline, and expedite internal and external communications.

Image source: PowerPoint Designer

A Three-Year Project



- **Collated and analyzed internal and external communication methods**
- **Reviewed governing regulations**
- **Conducted research – annual report and general survey**
- **Collated over 1,300 responses**
- **Conducted focus group studies**

Speaker's Notes

READ:

The working group started in September 2021. The group:

- collated and analyzed internal and external communication methods currently used by members.
- reviewed governing regulations regarding communication.
- created a set of questions that were included in the annual reports to evaluate the status of communication within the League.
- created a general survey that resulted in more than 1,300 responses.

The final version was then further reviewed in a set of focus groups consisting of general members.

Image source: PowerPoint Designer

Purpose and Scope

- **Increase the effectiveness of communication within and from the League.**
- **Help improve, streamline and expedite internal and external communications.**



Speaker's Notes

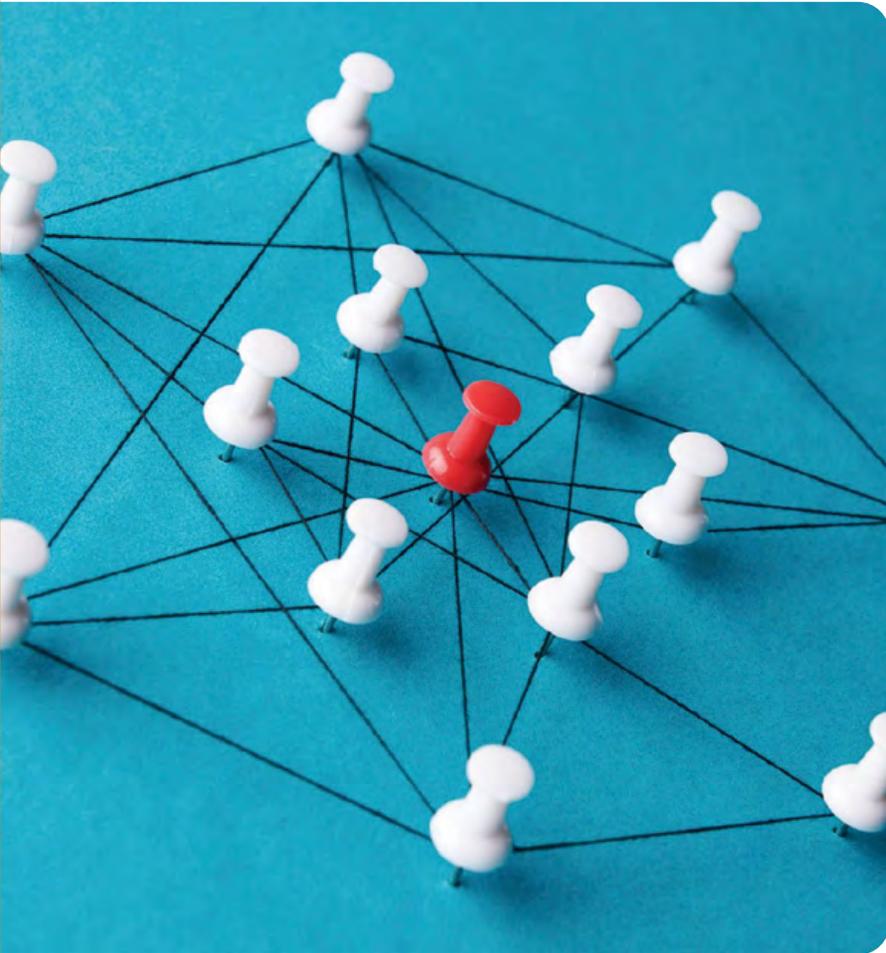
READ:

The purpose and scope of the guide are to:

- increase the effectiveness of communication within and from the League.
- help improve, streamline and expedite internal and external communications.

Image source: PowerPoint Designer

Goals of Communication



- **Create a relationship and emotional engagement with an audience.**
- **Convey information and instructions in a clear, concise and timely manner.**
- **Assign and distribute tasks.**
- **Establish a way to receive feedback.**

Speaker's Notes

READ:

The goals of communication are to:

- create a relationship and emotional engagement with an audience
- convey information and instructions in a clear, concise and timely manner
- assign and distribute tasks
- establish a way to receive feedback

Image source: PowerPoint Designer

Goals of Communication



The three major facets to communication are:

- **content**
- **process**
- **audience**

Speaker's Notes

READ:

The three major facets of communication are:

- content
- process
- audience

Image source: PowerPoint Designer

Content



Speaker's Notes

READ:

Content:

- What is the purpose of the content you are creating?
- Is it for information only? For example, a report on an event that took place.
- Is it background for a decision that will need to be made?
- Is it a call to action?
- Try to anticipate and answer common questions on the content.

Optional Discussion: What questions do you need to ask yourself about the content before creating it?

Process



How are you going to communicate this information?



When are emails sent, and who is included?



When an email is received, is an acknowledgement returned?



Who will reply to common questions?

Speaker's Notes

READ:

Process: What process will you be using? *Ask for feedback from the audience. Some possible points for discussion include:*

- How are you going to communicate this information?
- When are emails sent, and who is included?
- When an email is received, is an acknowledgement returned?
- Who will reply to common questions?

Audience

An audience is a person or a group of people who reads a particular communication or attends a presentation.

Before preparing any communication, determine your audience and decide which communication style to use.

Speaker's Notes

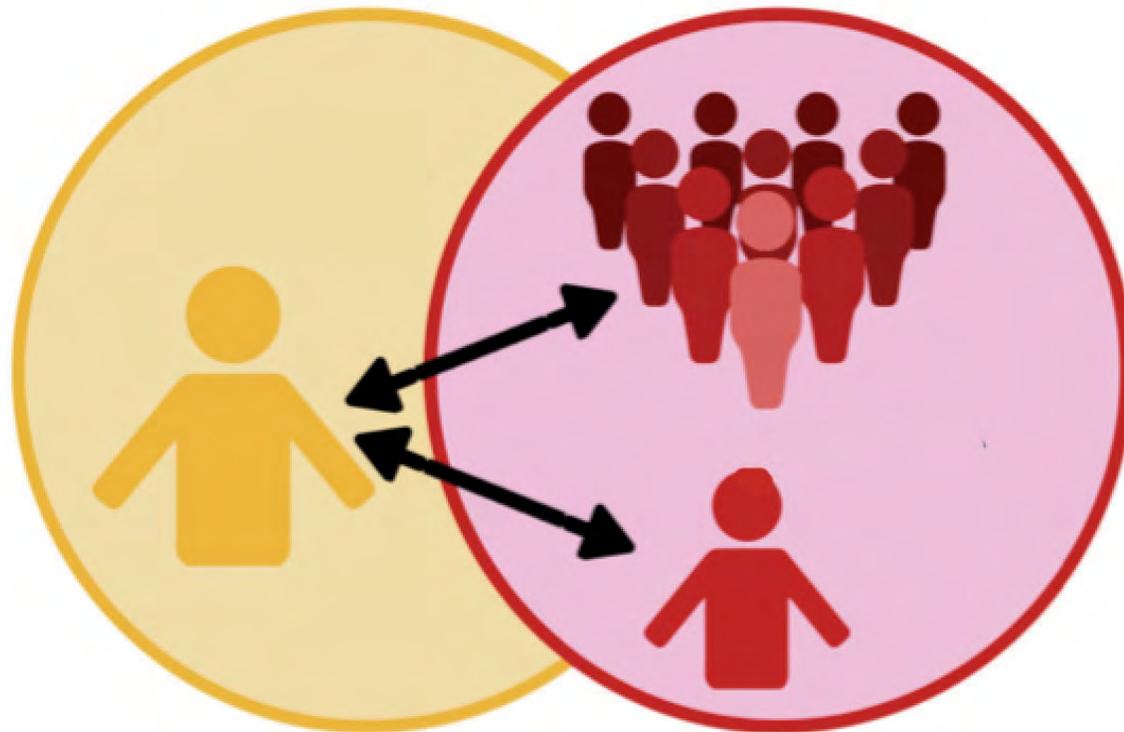
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Image source: PowerPoint Designer

Audience

- **Who are they?**
- **How much do they know about the subject?**
- **How will it benefit them?**
- **What format would they prefer?**



Speaker's Notes

READ:

Before preparing any communication, you must determine who your audience is. This will determine your communication style. Some questions you might ask are:

- Who are they?
- How much do they know about the subject?
- How will it benefit them?
- What format would they prefer?

Image source: PowerPoint Designer



Know the Audience

- **Who are they?**
- **To what demographics do they belong?**
- **What level of information do they have about the subject?**
- **What is the context of the information?**
- **What is the benefit for the audience?**
- **What format do they prefer to receive information in? (I.e., memo, email, text, magazine, formal presentation.)**

Speaker's Notes

READ:

Know the audience. What possible questions could be asked?

- Who are they?
- To what demographics do they belong?
- What level of information do they have about the subject?
- What is the context of the information?
- What is the benefit for the audience?
- What format do they prefer to receive information in? (i.e., memo, email, text, magazine, formal presentation.)

Ask participants for other suggestions of questions that could be asked.

Image source: PowerPoint Designer

Types of Audiences

Those with no special or expert knowledge.

- **May need more background.**
- **Will expect more definitions, examples or visuals.**

Those with specific or expert knowledge.

- **Style and content may be specialized or technical.**
- **Jargon may be appropriate only with experts.**



Speaker's Notes

READ:

Knowing the audience will help you to tailor your communication. Those with no special or expert knowledge may need more background information and will expect more definitions, examples or visuals. For those with specific or expert knowledge, the style and content may be specialized or technical, and jargon may be appropriate.

Image source: PowerPoint Stock Images

Additional Considerations



- **Be aware of the customs, arts, social institutions and achievements of the different cultural groups that belong to the community.**
- **Ask members for their preferred communication methods and balance that with the available time, skills and energy.**

Speaker's Notes

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Additional Considerations:

- Be aware of the customs, arts, social institutions and achievements of the different cultural groups that belong to the community.
- Ask members for their preferred communication methods and balance that with the available time, skills and energy.

Let's break into small groups of no more than four to discuss either of these points. *After five minutes, share as a large group.*

Image source: PowerPoint Designer

Questions?



Speaker's Notes

READ:

The next modules will clarify some of the topics; however, do you have any questions now that we can address?

Image source: PowerPoint Stock Images

Closing Prayer



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(Pope Francis)

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[vatican.va/content/francesco/en/messages/communications/documents/20230124-messaggio-comunicazioni-sociali.html](https://www.vatican.va/content/francesco/en/messages/communications/documents/20230124-messaggio-comunicazioni-sociali.html)

Image source: PowerPoint Stock Images



Principles of Effective Communication

Module 2

Speaker's Notes

READ:

Module 2: Principles of Effective Communication

Approximate time: 13 minutes (without discussion)

Image source: PowerPoint Designer



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Amen.

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Written Communication

These principles apply to any written communications, including reports, communiqués, memos, newsletters, emails and text messages.



Speaker's Notes

READ:

Written Communication: These principles apply to any written communications, including reports, communiqués, memos, newsletters, emails and text messages.

Image source: PowerPoint Designer

Keep it Clear and Simple



- **Use simple sentence structures and vocabulary.**
- **Be specific by using precise terms and being factual.**
- **Use short sentences that contain one complete thought.**
- **Keep to one topic in each paragraph.**
- **Omit words that do not convey valuable information.**

Speaker's Notes

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Keep it clear and simple:

- Use simple sentence structures and vocabulary.
- Be specific by using precise terms and being factual.
- Use short sentences that contain one complete thought.
- Keep to one topic in each paragraph.
- Omit words that do not convey valuable information.

Image source: PowerPoint Designer

Use Active Voice

Examples

Incorrect:
The luncheon was
catered by the
president.

Correct:
The president
catered the
luncheon.

Speaker's Notes

READ:

Use active voice—it has a direct, clear tone. For most writing, the active voice is a more effective way to communicate ideas, themes and facts. The one League exception is minutes, which should be expressed in a passive voice.

Examples:

- Incorrect: The luncheon was catered by the president.
- Correct: The president catered the luncheon.

Invite participants to offer other examples.

Definitions:

- **Active Voice:** The active voice focuses on the person who performs an action. For example, the president chaired the meeting.
- **Passive Voice:** The focus of the passive voice is the object being acted upon. For example, the meeting was chaired by the president.

Image source: PowerPoint Designer

Incorrect: Within the League (jargon), actions speak louder than words (idiom), especially when we (pronoun), the members of the CWL (acronym), advocate Catholic social teaching (cultural reference).

Correct: Within the Catholic Women's League (CWL), members strive to live their Catholic values and to reach out to those in need.

Note: When acronyms are used, the first reference in the document should have the name written out in full, with the acronym following in parenthesis. For example: the Catholic Women's League (CWL).

**Avoid jargon,
idioms,
pronouns,
acronyms
and cultural
references.**

Speaker's Notes

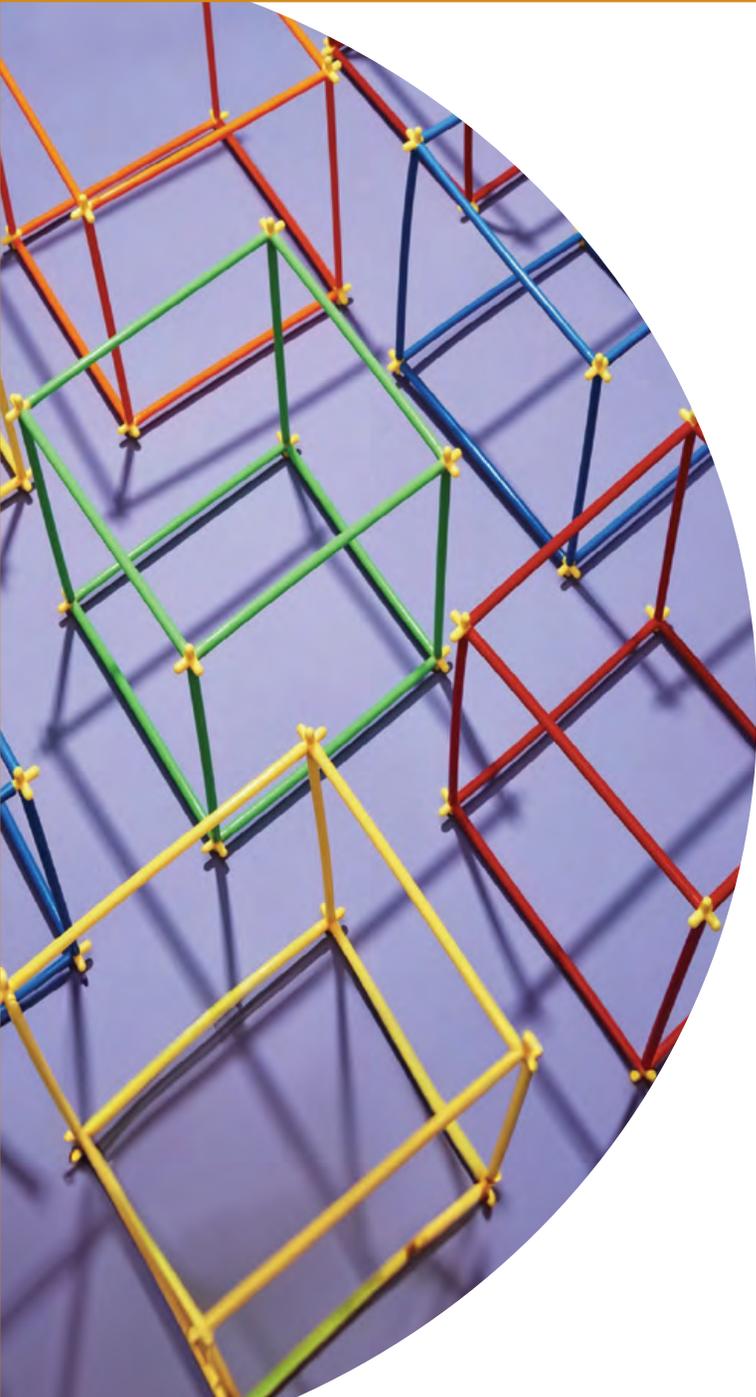
READ:

Avoid jargon, idioms, acronyms and cultural references when speaking to those outside the League.

- **Incorrect:** Within the League (jargon), actions speak louder than words (idiom), especially when we (pronoun), the members of the CWL (acronym), advocate Catholic social teaching (cultural reference).
- **Correct:** Within the Catholic Women's League, members strive to live their Catholic values and to reach out to those in need.
- When acronyms are used, the first reference in the document should have the name written out in full, with the acronym following in parenthesis. An example is the Catholic Women's League (CWL).
- **Idiom:** Phrases established by usage as having a meaning different from the literal meaning of the words or phrases, such as "raining cats and dogs," meaning raining heavily, or "when pigs fly," meaning never. Within the League, we have sometimes heard someone say, "Actions speak louder than words" or "Leave no stone unturned."
- **Pronoun:** The use of first and second person pronouns as substitutes for proper nouns, e.g., "I", "me" "we", "you" is not appropriate in a formal communication, but may be appropriate for workshops and other informal documents.
- **Acronym:** This is an abbreviation formed from the initial letters of other words and pronounced as a word, for example, CWL (Catholic Women's League) and WUCWO (World Union of Catholic Women's Organisations).
- **Cultural References:** Ideas that relate to a specific culture; things that only someone who understands a specific culture could understand. For example, our reference to Catholic social teaching.

Definitions:

- **Jargon:** Special words or expressions used by a particular profession or group that are difficult for others to understand, such as due diligence or hard copy. For example, within The Catholic Women's League of Canada, we often refer to the League. This may not mean anything to anyone outside the organization.



Structure the Writing

- **Put important things first.**
- **Develop a clear and logical structure.**
- **Ensure that the opening sentence engages the reader and explains the importance of the message.**

Speaker's Notes

READ:

Structure the writing:

- Put important things first.
- Develop a clear and logical structure.
- Ensure that the opening sentence engages the reader and explains the importance of the message.

In simple terms, introduce the topic, explain it, including any required action, and summarize it.

- Include who, what, where, when and why.
- Avoid strong claims and hype.
- Do not use absolutes like always or never.

Definitions:

- **Strong Claim:** Making a claim that is specific and debatable. For example, The Catholic Women's League of Canada is the largest Catholic women's organization in Canada.
- **Hype:** Exaggerating the importance, quality or benefit of something. For example, The Catholic Women's League of Canada is the only organization of women in Canada.

Image source: PowerPoint Designer



Spelling and Punctuation

- **Pay attention to spelling and grammar.**
- **Use proper punctuation.**

Speaker's Notes

READ:

Spelling and Punctuation:

- Pay attention to spelling and grammar.
- Use proper punctuation.

Image source: PowerPoint Designer

Use Formatting to Aid Understanding



- **Fonts should be easy to read.**
- **Limit to one or two commonly used fonts.**
- **Tables and figures are very valuable for organizing and communicating data in a way that makes it easy for a reader to understand, analyze and interpret.**

Speaker's Notes

READ:

Use Formatting to Aid Understanding:

- Fonts should be easy to read.
- Limit to one or two commonly used fonts.
- Tables and figures are valuable for organizing and communicating data in a way that makes it easy for a reader to understand, analyze and interpret.

Definition:

- **Font:** A set of letters, numbers and symbols in a specific style and size. For example, Times New Roman, 12-point.

Verbal Communication

How something is communicated is as important as the content of the message.

- **Tone** – vary voice strength, tone or pitch according to the subject and audience (formal, informal, enthusiastic, humorous).
- **Volume** – use appropriate volume for the space and audience.
- **Speed** – use moderate speed, slightly slower than regular conversational speech.

Speaker's Notes

READ:

Non-Verbal Communication: How something is communicated is as important as the content of the message.

- Tone – vary voice strength, tone or pitch according to the subject and audience (formal, informal, enthusiastic, humorous).
- Volume – use appropriate volume for the space and audience.
- Speed – use moderate speed, slightly slower than regular conversational speech.

Image source: PowerPoint Designer

Body Language



- **Body language is the use of physical behaviour, expressions and mannerisms to communicate non-verbally.**
- **It is often done instinctively rather than consciously.**
- **Facial expressions can communicate a wealth of emotion.**
- **When you interact with others, you're continuously giving and receiving wordless signals. Be aware of the messages you are sending.**

Speaker's Notes

READ:

Body Language:

- Body language uses physical behaviour, expressions and mannerisms to communicate non-verbally.
- It is often done instinctively rather than consciously.
- Facial expressions can communicate a wealth of emotion.
- When you interact with others, you're continuously giving and receiving wordless signals. Be aware of the messages you are sending.

Ask for examples of body language from the audience to illustrate these points.

Image source: PowerPoint Designer

Eye Contact

- **Some cultures encourage eye contact when speaking with others.**
- **Other cultures do not.**



Speaker's Notes

READ:

Eye Contact: Some cultures encourage eye contact when speaking with others, while others do not.

Possible questions for discussion:

- *Will this difference impact how you make eye contact when presenting or speaking to a diverse group?*
- *What might be “appropriate” eye contact for different cultures?*

Image source: PowerPoint Designer

Gestures and Movement

Be aware of your gestures and movement and use both appropriately.

Finger-pointing at people should be avoided.

Large gestures may be used to make a specific point.

Speaker's Notes

READ:

Gestures and Movement:

- Be aware of your gestures and movements and use both appropriately.
- Finger-pointing at people should be avoided.
- Large gestures may be used to make a specific point.

Again, we could make some references to different cultures.

Physical Space and Touch



- **It is important to respect everyone's personal space and boundaries.**
- **Ask permission before touching someone.**

Speaker's Notes

READ:

Physical Space and Touch:

- It is important to respect everyone's personal space and boundaries.
- Ask permission before touching someone.

Possible questions for discussion:

- *Are there exceptions to these rules?*
- *Can you think of specific examples of how this may apply in different cultures?*
- *What about between women and men?*
- *Adults and children?*

Image source: PowerPoint Designer

Presentations



The national website, cwl.ca, has resources for presentations.

These include the *Train the Trainer Guide* and the “Public Presence and Member Development” module of the *Executive Orientation*.

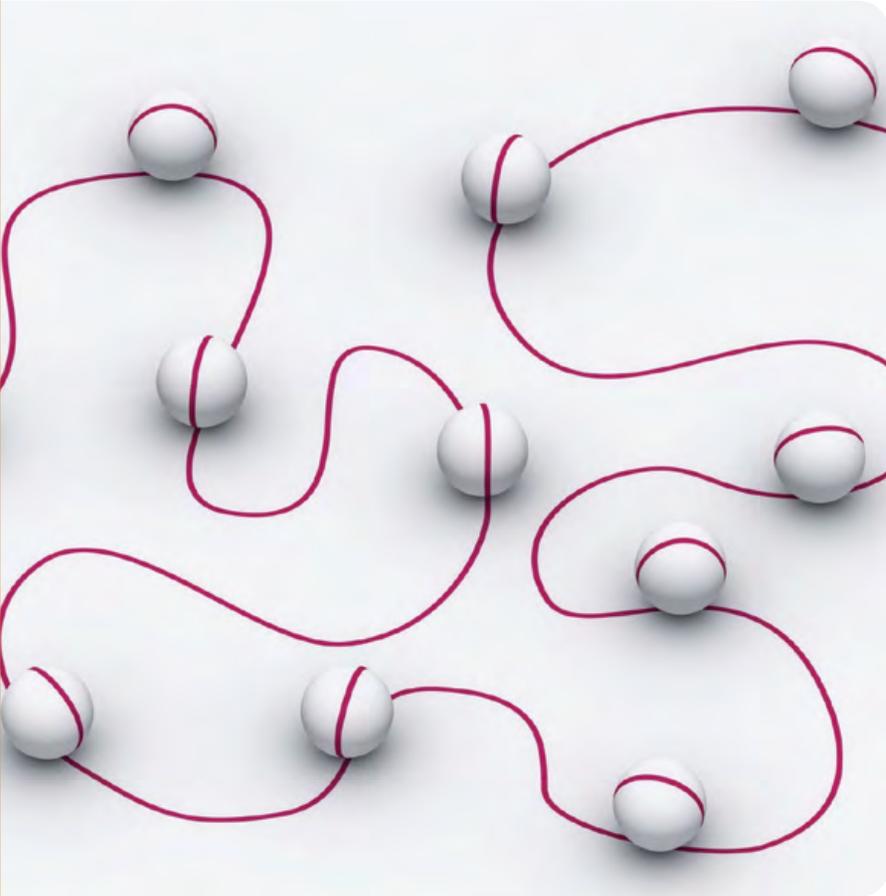
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Image source: PowerPoint Stock Images

Listening Skills



- **Active listening includes responses that demonstrate that you understand what the other person is trying to tell you about his or her experience.**
- **Active listening is designed to encourage respect and understanding. You are gaining information and perspective.**
- **When communicating, practice using active listening skills. Pay attention and show that you are listening.**

Speaker's Notes

READ:

Listening Skills: Active listening exercises could include any combination of the following:

- Active listening includes responses that demonstrate that you understand what the other person is trying to tell you about his or her experience.
- Active listening is designed to encourage respect and understanding. You are gaining information and perspective.
- When communicating, practice using active listening skills. Pay attention and show that you are listening.

In a synodal church, active listening will become an even more important skill as we learn how to listen to others in our faith communities.

Image source: PowerPoint Stock Images

What Are Some Active Listening Skills?

- Give the speaker your undivided attention.
- Maintain appropriate eye contact.
- Nod and smile occasionally.
- Keep your posture open and interested.
- Encourage the speaker with small verbal comments like “yes” and “uh huh.”
- Provide feedback by paraphrasing, such as, “What I’m hearing is...” or “Sounds like you are saying...”
- Ask questions to clarify “What do you mean when you say...” or “Is this what you mean...?”
- Be candid, open and honest in your response.
- Assert your opinions respectfully.

Speaker's Notes

READ:

Active Listening Skills: *Invite the participants to suggest listening skills.*

- Give the speaker your undivided attention.
- Maintain appropriate eye contact.
- Nod and smile occasionally.
- Keep your posture open and interested.
- Encourage the speaker with small verbal comments like “yes” and “uh huh.”
- Provide feedback by paraphrasing, such as, “What I’m hearing is...” or “Sounds like you are saying...”
- Ask questions to clarify “What do you mean when you say...” or “Is this what you mean...?”
- Be candid, open and honest in your response.
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Listening Skills Exercise



Speaker's Notes

Practice listening: Break the group into pairs. Have each pair sit facing each other. Each member in the pair takes turns answering a question and having the other listen.

Offer a question or prompt. Examples include:

- *What is something you are grateful for today?*
- *What is your favourite League moment?*
- *What is your favourite bible quote? Where is it from?*
- *What is the most important part of life to you?*

After the exercise, get the participants to volunteer answers to the following.

READ:

- Did you find yourself thinking about your answer rather than listening?
- Were you able to be present with the person who is sharing?
- Are you uncomfortable with the silences?

Image source: PowerPoint Designer

The page features several abstract geometric shapes: a blue semi-circle at the top left, a green triangle outline at the top center, a yellow dashed vertical line on the left, a large orange semi-circle in the middle left, a blue circle outline in the middle right, a green square outline on the bottom left, a yellow dashed arc above a large orange semi-circle at the bottom center, and a yellow dashed vertical line on the far left.

Questions?

Speaker's Notes

READ:

Questions?

Image source: PowerPoint Designer

Closing Prayer



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Image source: PowerPoint Stock Images

Speaker's Notes

READ:

Module 3: Types of Communication

Approximate time: Seven minutes (without discussion)

Image source: PowerPoint Stock Images



Opening Prayer

Let us pray, (Pause)... Let us be still and recognize the presence of God with us and in us.

In the name of the Father, and of the Son, and of the Holy Spirit,

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Amen.

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Types of Communication Examples

- **event announcements**
- **event reports**
- **policy and procedure**
- **volunteer opportunities/requests**
- **member/event stories**
- **spiritual lessons, articles, prayers**

Speaker's Notes

READ:

Types of Communication Examples: What information may you want to communicate? *Ask for examples from the participants.*

- event announcements
- event reports
- policy and procedure
- volunteer opportunities/requests
- member/event stories
- spiritual lessons, articles, prayers

Event Announcements

- These could be meetings, bazaars, spiritual retreats or other gatherings.
- When conveying event information, remember to include date, time, location, a summary of the event's purpose and any directions that may be needed to find the location.

Speaker's Notes

READ:

Event Announcements:

- These could be meetings, bazaars, spiritual retreats or other gatherings.
- When conveying the event information, remember to include date, time, location, a summary of the event's purpose and any directions that may be needed to find the location.

Question for discussion: What are other ways to communicate event notices within your community or parish?

Image source: PowerPoint Stock Images

Event Reports

Event reports are typically formal written reports summarizing an event that has been held. They can be stand-alone documents or included as an appendix to a meeting agenda if the information will be discussed during a meeting.

A report may contain the following information:

- budgeted costs and revenue versus actuals
- estimated schedule versus actual project schedule
- event summary (what worked and what did not)
- suggestions for the next event

Speaker's Notes

READ:

Event reports are typically formal written reports summarizing an event that has been held. They can be stand-alone documents or included as an appendix to a meeting agenda if the information will be discussed during a meeting. A report may contain the following information:

- budgeted costs and revenue versus actuals
- estimated schedule versus actual project schedule
- event summary (what worked and what did not)
- suggestions for the next event

If the event will be reviewed during a meeting, provide the report before the meeting so that interested individuals can review it and bring any questions they may have.

Possible questions for discussion:

- *Do you want to see event reports?*
- *What information would you like to see included?*

Image source: PowerPoint Stock Images

Policy and Procedures

- **A policy is a formal rule that communicates an organization's expectation of its members. Policies connect the organization's vision and values with its day-to-day operations.**
- **A procedure provides a description for executing a policy.**

Speaker's Notes

READ:

Policy and Procedures:

- A policy is a formal rule that communicates an organization's expectation of its members. Policies connect the organization's vision and values with its day-to-day operations.
- A procedure provides a guideline for executing a policy.

Questions for Discussion:

- *How do you prefer to present policy and procedure information?*
- *How do you prefer to learn policy and procedure information?*

Volunteer Opportunities/Requests



- **There are many opportunities for members to be involved in short- or long-term projects.**
- **When requesting volunteers, include the purpose, time commitment, specific location and any special skills if required.**

Speaker's Notes

READ:

Volunteer Opportunities/Requests:

- There are many opportunities for members to be involved in short- or long-term projects.
- When requesting volunteers, include the purpose, time commitment, specific location and any special skills if required.

Questions for Discussion:

- *How do you currently find volunteers or make requests?*
- *What are additional ways you may reach out?*

Image source: PowerPoint Stock Images

Member and Event Stories



- **These are informal communications of personal experiences of events, meetings or recollections of League involvement and can include personal history when relevant to the topic.**
- **These stories can be used to promote ongoing events and the League.**

Speaker's Notes

READ:

Member and Event Stories

- These are informal communications of personal experiences of events, meetings or recollections of League involvement and can include personal history when relevant to the topic.
- These stories can be used to promote ongoing events and the League.

Questions for Discussion:

- *How might you collect these stories?*
- *How can you use these to promote ongoing events?*

Image source: PowerPoint Stock Images

Spiritual Lessons, Articles and Prayers

Sharing interesting materials among members spreads the news far and wide.

How can you use these to attract additional members?



Speaker's Notes

READ:

Spiritual Lessons, Articles and Prayers: Sharing interesting materials among members spreads the news far and wide.

Question for Discussion:

- *How can you use these to attract additional members?*

Image source: PowerPoint Stock Images

Closing Prayer



May the Lord Jesus, the pure Word poured out from the heart of the Father, help us to make our communication clear, open and heartfelt.

May the Lord Jesus, the Word made flesh, help us listen to the beating of hearts, to rediscover ourselves as brothers and sisters, and to disarm the hostility that divides.

May the Lord Jesus, the Word of truth and love, help us speak the truth in charity, so that we may feel like protectors of one another.

(Pope Francis)

Speaker's Notes

READ:

Closing Prayer:

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Prayer source: “Message of His Holiness Pope Francis for the 57th World Day of Social Communications.”
[vatican.va/content/francesco/en/messages/communications/documents/20230124-messaggio-comunicazioni-sociali.html](https://www.vatican.va/content/francesco/en/messages/communications/documents/20230124-messaggio-comunicazioni-sociali.html)

Image source: PowerPoint Stock Images



Best Practices

Module 4

Speaker's Notes

READ:

Approximate time: 10 minutes (without discussion)

Image source: PowerPoint Designer



Opening Prayer

Let us pray, (Pause)... Let us be still and recognize the presence of God with us and in us.

In the name of the Father, and of the Son, and of the Holy Spirit,

Good and loving God, our source of love and light,

Thank You for bringing us together today in a spirit of generosity.

We offer You this prayer in gratitude.

May we honour one another by keeping an open mind.

May we voice our truth and listen with an open heart.

May we discern Your will to unite us in a fruitful outcome.

We ask for Your wisdom and grace to use our talents for the betterment of others.

With the guidance of the Holy Spirit,

And the loving intercession of Our Lady of Good Counsel,

Through Christ our Lord,

In the name of the Father, and the Son and the Holy Spirit

Amen.

Speaker's Notes

READ:

Opening Prayer:

Let us pray,

(Pause)... Let us be still and recognize the presence of God with us and in us.

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May we voice our truth

And listen with an open heart.

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To unite us in a fruitful outcome.

We ask for Your wisdom and grace

To use our talents for the betterment of others.

With the guidance of the Holy Spirit,

And the loving intercession of Our Lady of Good Counsel,

Through Christ our Lord,

In the name of the Father, and the Son and the Holy Spirit,

Amen.

*Prayer source: "Opening Prayer for a Meeting," Prayers and Spiritual Programs,
The Catholic Women's League of Canada*

Addressing Email



- **The TO (address to) line should include the primary audience of the message.**
- **CC (carbon copy) should include anyone who doesn't need to act on the content of the message but should know the message was sent and be aware of the content.**
- **BCC (blind carbon copy) is used when sending an email to an address list; everyone should be BCC'd to preserve privacy. For example, when sending out a newsletter by email, all recipients should be BCC'd.**

Speaker's Notes

READ:

Addressing Email:

- The TO (address to) line should include the primary audience of the message.
- CC (carbon copy) should include anyone who doesn't need to act on the content of the message but should know the message was sent and be aware of the content.
- BCC (blind carbon copy) is used when sending an email to an address list; everyone should be BCC'd to preserve privacy. For example, when sending out a newsletter by email, all recipients should be BCC'd.

Image source: PowerPoint Stock Images

Use Reply All only when everyone needs to know your response.

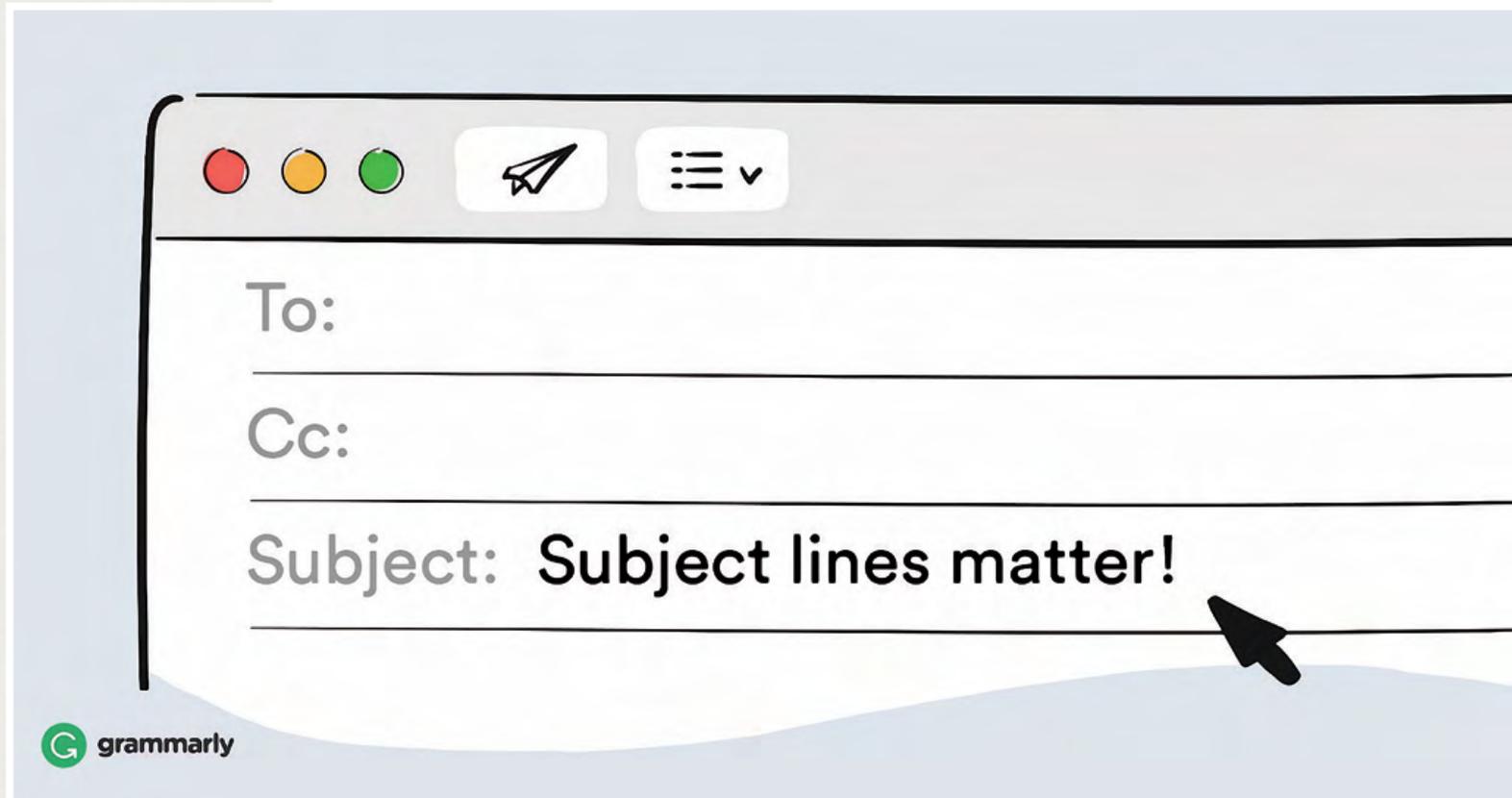


Speaker's Notes

READ:

Use Reply All only when everyone needs to know your response.

Image source: PowerPoint Stock Images



Speaker's Notes

READ:

When creating emails, clearly state the purpose of the email in the subject line. Make it meaningful and ensure it conveys the message you are about to send.

Creating Emails



- The salutation addresses the group that the message is being sent to. For example, “Dear members.”
- The body of the message includes information. Keep messages short. For longer emails, explain the purpose and required response at the beginning of the email body.
- The signature should include a closing salutation and contact information if needed.
- Using all **CAPITALS** or underline is equivalent to shouting! **Bold** should be used sparingly.

Speaker's Notes

READ:

Creating Emails:

- Use meaningful subject lines. The subject line should convey the intent of the message.
- The salutation addresses the group that the message is being sent to. For example, “Dear members.”
- The body of the message should include important information. For example, when sending meeting minutes, include the action items in the body of the message. Keep messages short. For longer emails, explain the purpose and required response at the beginning of the email body.
- The signature should include a closing salutation and contact information if needed.

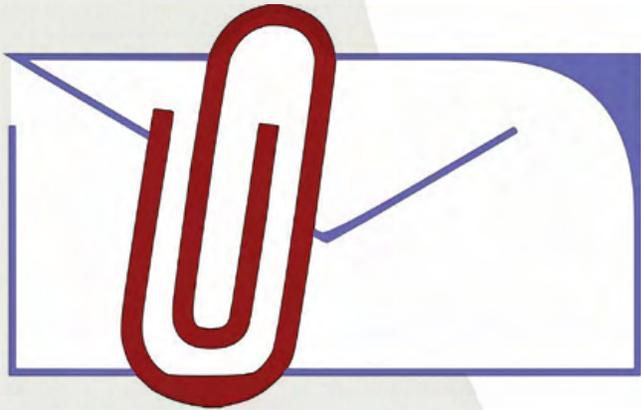
Note: Using all capitals or underline within an email is equivalent to shouting. Bold should be used sparingly.

Questions for Discussion:

- *What is a set of keywords that could be used by the group in the subject line of emails?*
- *What are some examples of meaningful subject lines?*

Image source: PowerPoint Stock Images

Email Attachments



When attaching documents to an email:

- **Create a list of all attachments in the body of the email. This ensures the recipient can tell if any attachments are missing.**
- **Attachments should be in formats that are commonly used. The most widely readable format is PDF. Most audiences can also read Microsoft 365 formats (Word, Excel, PowerPoint).**
- **Respond to action emails within 24-48 hours if possible. It is not necessary to have an answer, but giving a timeline within which an answer will be supplied is considerate.**

Speaker's Notes

READ:

Email Attachments: When attaching documents to an email:

- Create a list of all attachments in the body of the email. This ensures the recipient can tell if any attachments are missing.
- Attachments should be in formats that are commonly used. The most widely readable format is PDF. Most audiences can also read Microsoft 365 formats (Word, Excel, PowerPoint).
- Respond to action emails within 24-48 hours if possible. It is not necessary to have an answer but giving a timeline within which an answer will be supplied is considerate.

Image source: PowerPoint Stock Images



Letters

- **Letters are generally used for formal communication, including formal invitations, requests for donations or sponsorship, formal thank you letters and congratulatory letters.**
- **Letters directed outside of the League are always signed by the president.**
- **If expecting a response, consider the time required to receive mail.**
- **Email can be used to send formal letters as an attachment that includes the president's signature.**

Speaker's Notes

READ:

Letters:

- Letters are generally used for formal communication, including formal invitations, requests for donations or sponsorship, formal thank you letters and congratulatory letters.
- Letters directed outside of the League are always be signed by the president.
- If expecting a response, consider the time required to receive mail.
- Email can be used to send formal letters as an attachment that includes the president's signature.

Image source: PowerPoint Stock Images

Notes and Cards

- These are primarily used for informal communication, including informal appreciation, congratulatory messages or an invitation to an event.



Speaker's Notes

READ:

Notes and cards are primarily used for informal communication, including informal appreciation, congratulatory messages or an invitation to an event.

Image source: PowerPoint Stock Images

Newsletters



- **Newsletters can be formal or informal and are a great resource to share news, showcase activities and promote the League.**
- **A newsletter template is available for download from the national website.**

Speaker's Notes

READ:

Newsletters:

- Newsletters can be formal or informal and are a great resource to share news, showcase activities and promote the League.
- A newsletter template is available for download from the national website under resources (#145a).

Possible questions for discussion:

- *Would you like to have a newsletter?*
- *What kinds of information should a newsletter include?*
- *Who might want to volunteer to work on one?*

Image source: PowerPoint Stock Images

Social Media



Social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts and information through virtual networks and communities.

- **Examples currently being used by the League include Facebook, Instagram, X (formerly known as Twitter), Pinterest and YouTube.**
- **Social media is a public forum. Any information posted to social media may last forever.**
- **Keep posts short and simple.**
- **If you are interested in using social media, do your research.**

Speaker's Notes

READ:

Social Media: The term “social media” refers to a computer-based technology that facilitates sharing ideas, thoughts and information through virtual networks and communities.

- Examples currently being used by the League include Facebook, Instagram, X (formerly known as Twitter), Pinterest and YouTube.
- Social media is a public forum. Any information posted to social media may last forever.
- Keep posts short and simple.
- If you are interested in using social media, do your research.

The *National Manual of Policy and Procedures* includes Council Facebook Guidelines. The manual is available on the national website, cwl.ca.

Pope Francis has written *Towards Full Presence. A Pastoral Reflection on Engagement with Social Media* for further reflection on this topic. It is available on the Vatican website at press.vatican.va/content/salastampa/it/bollettino/pubblico/2023/05/29/0404/00890.html.

Possible questions for discussion:

- *What are your experiences with social media*
- *What social media do you prefer to use?*
- *Do you have any concerns about social media?*

Image source: PowerPoint Stock Images



Telephone Calls

Guidelines to follow when you leave a telephone message:

- **Speak slowly and clearly and remember to smile.**
- **Introduce yourself.**
- **Mention why you are calling.**
- **Make sure your details are clear.**
 - o **Is the message to convey information only (i.e., date and time of a meeting)?**
 - o **If you need a call-back, ensure you slowly repeat the telephone number twice.**
- **Telephone trees are optional for members. Ensure you have permission to share information and are specific about who will get it.**

Speaker's Notes

READ:

Telephone Calls: These are guidelines to follow when you leave a telephone message:

- Speak slowly and clearly and remember to smile.
- Introduce yourself.
- Mention why you are calling.
- Make sure your details are clear.
 - Is the message to convey information only (i.e., the date and time of a meeting)?
 - If you need a call-back, ensure you slowly repeat the telephone number twice.
- Telephone trees are optional for members. Ensure you have permission to share information and are specific about who will get it.

Image source: PowerPoint Stock Images

Meetings



- **Agendas should be provided for all formal meetings.**
- **It may be helpful to resend meeting information as a reminder the day before or the day of the meeting. This ensures that information is easily found at the top of someone's inbox.**
- ***Guide to Simplifying Meetings* also includes further information on meetings.**

Speaker's Notes

READ:

Meetings:

- Agendas should be provided for all formal meetings.
- It may be helpful to resend meeting information as a reminder the day before or the day of the meeting. This ensures the information is easily found at the top of someone's inbox.
- *Guide to Simplifying Meetings* (#636) also includes further information on meetings and is available on the national website.

Image source: PowerPoint Stock Images

Virtual Meetings/Webinars



Virtual meetings can be used in place of or combined with in-person meetings.



Run through any presentation before the meeting to ensure any technical issues have been worked through.



People may be unfamiliar with the application being used. More detailed information may need to be included in the invitation to support all members.



Highlight which time zone the meeting time is in.

Speaker's Notes

READ:

Virtual Meetings/Webinars:

- Virtual meetings can be used in place of or combined with in-person meetings.
- Run through any presentation before the meeting to ensure any technical issues have been resolved.
- People may be unfamiliar with the application being used. More detailed information may need to be included in the invitation to support all members.
- For virtual meetings, highlight which time zone the meeting time is in.

Image source: PowerPoint Stock Images

Text Messages

Text messages are used for informal communication, mostly between individuals.

- **Be aware of the time of day when you are sending text messages.**



Hello!! 16:59

👏👏👏 16:59

How are you? 16:59

👍👍😊 17:03

Coffee at 6? 17:03

☕👍😊 17:03

Perfect!! See you there! 17:04

😘 17:04

Speaker's Notes

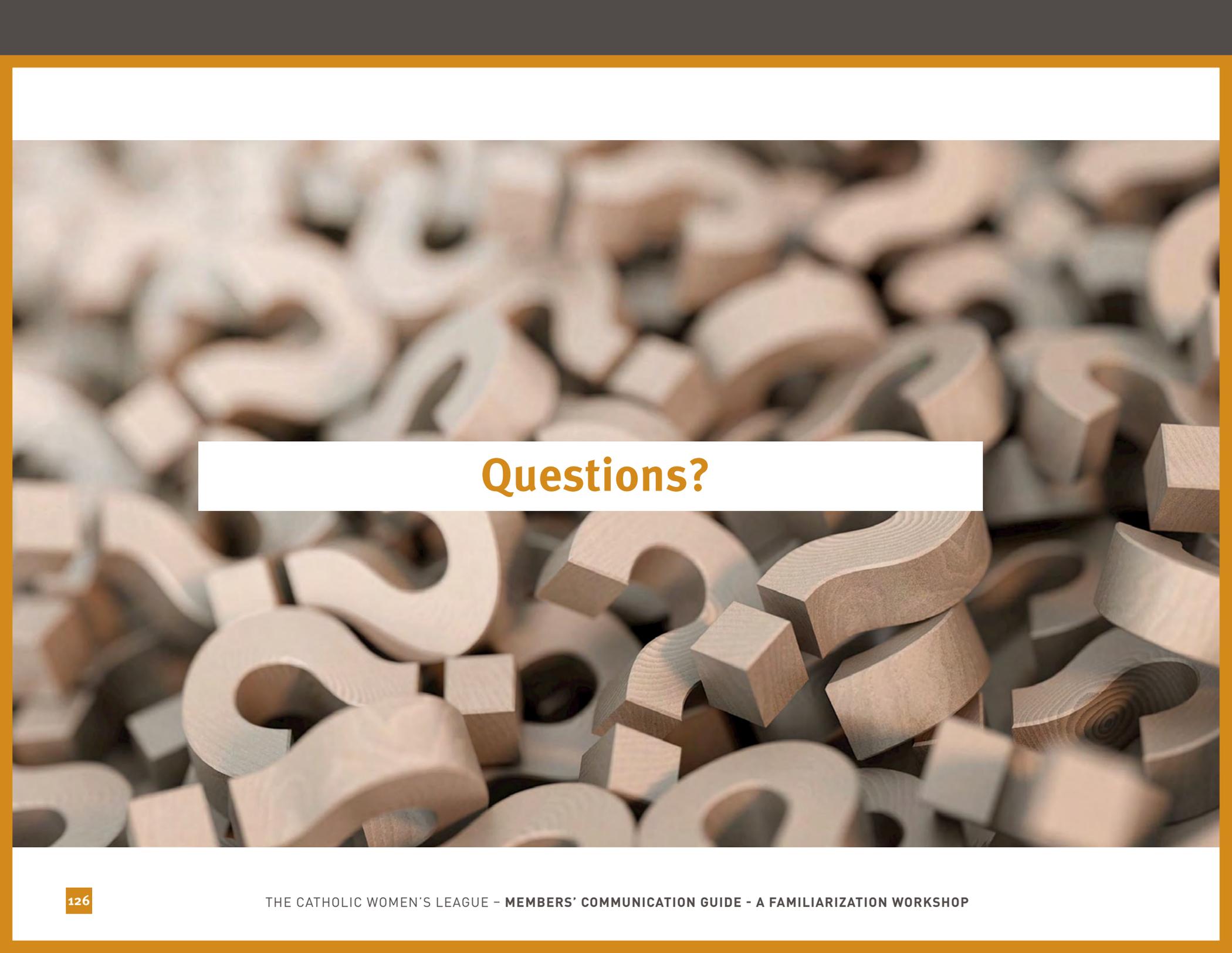
READ:

Text messages are used for informal communication, mostly between individuals. Be aware of the time of day when you are sending text messages.

Possible questions for further discussion:

- *Do you use text messages?*
- *How do you use them?*

Image source: PowerPoint Stock Images



Questions?

Speaker's Notes

READ:

Questions?

Image source: PowerPoint Designer

Closing Prayer



May the Lord Jesus, the pure Word poured out from the heart of the Father, help us to make our communication clear, open and heartfelt.

May the Lord Jesus, the Word made flesh, help us listen to the beating of hearts, to rediscover ourselves as brothers and sisters, and to disarm the hostility that divides.

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(Pope Francis)

Speaker's Notes

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Closing Prayer:

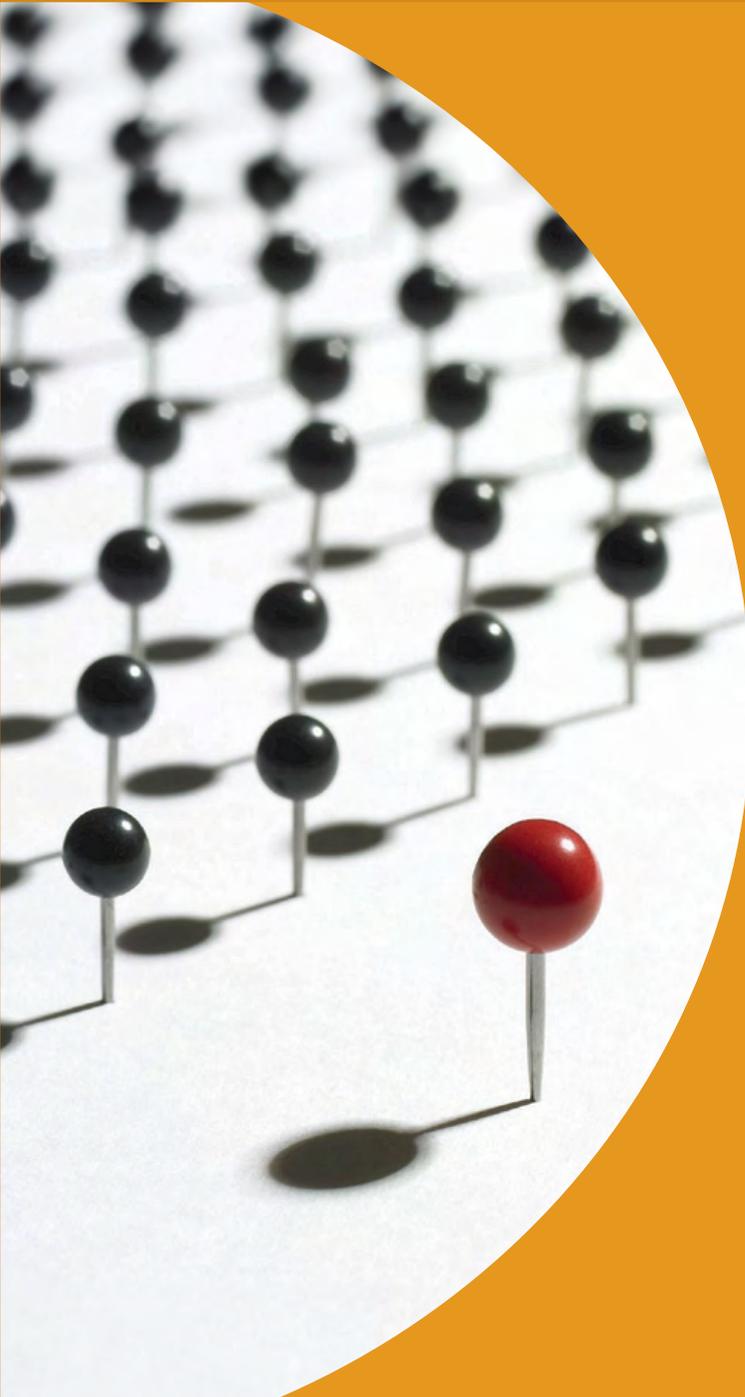
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Prayer source: “Message of His Holiness Pope Francis for the 57th World Day of Social Communications.”
[vatican.va/content/francesco/en/messages/communications/documents/20230124-messaggio-comunicazioni-sociali.html](https://www.vatican.va/content/francesco/en/messages/communications/documents/20230124-messaggio-comunicazioni-sociali.html)

Image source: PowerPoint Stock Images



Barriers to Communication

Module 5

Speaker's Notes

READ:

Module 5: Barriers to Communication:

Approximate time: Five minutes

Before going into the possible barriers to communication, invite participants to create their own list, and then go through the ones described in this presentation.

Image source: PowerPoint Designer



Opening Prayer

Let us pray, (Pause)... Let us be still and recognize the presence of God with us and in us.

In the name of the Father, and of the Son, and of the Holy Spirit,

Good and loving God, our source of love and light,

Thank You for bringing us together today in a spirit of generosity.

We offer You this prayer in gratitude.

May we honour one another by keeping an open mind.

May we voice our truth and listen with an open heart.

May we discern Your will to unite us in a fruitful outcome.

We ask for Your wisdom and grace to use our talents for the betterment of others.

With the guidance of the Holy Spirit,

And the loving intercession of Our Lady of Good Counsel,

Through Christ our Lord,

In the name of the Father, and the Son and the Holy Spirit

Amen.

Speaker's Notes

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Through Christ our Lord,

In the name of the Father, and the Son and the Holy Spirit,

Amen.

*Prayer source: "Opening Prayer for a Meeting," Prayers and Spiritual Programs,
The Catholic Women's League of Canada*

Language Barriers

**Do not use jargon,
slang or acronyms
unfamiliar to the
audience.**

**Be aware that English
may not be someone's
first language.**

Speaker's Notes

READ:

Language Barriers:

- Do not use jargon, slang or acronyms unfamiliar to the audience.
- Be aware that English may not be someone's first language.

If this is a challenge for your council, you can have a larger discussion about the challenges members face.

Image source: PowerPoint Stock Images

Psychological Barriers

- **Be conscious of your mental state and be as calm as possible. Visible stress or anger affects how you communicate and how your communication is perceived.**



Speaker's Notes

READ:

Psychological Barriers: Be conscious of your mental state and be as calm as possible. Visible stress or anger affects how you communicate and how your communication is perceived. Be confident in your subject knowledge.

Physiological Barriers

Be responsive to the audience's physical state.

- **Someone hard of hearing may not fully grasp spoken communication.**
- **Someone with reduced vision may have difficulty understanding written communication.**
- **Ensure that you share information using multiple methods. For example, presentations should have both a spoken and visual component.**
- **Include breaks as appropriate.**
- **Be aware of the layout of the space and sound projection.**

Speaker's Notes

READ:

Physiological Barriers: Be responsive to the audience's physical state.

- Someone hard of hearing may not fully grasp spoken communication.
- Someone with reduced vision may have difficulty understanding written communication.
- Ensure that you share information using multiple methods. For example, presentations should have both a spoken and visual component.
- Include breaks as appropriate.
- Be aware of the layout of the space and sound projection.

Image source: PowerPoint Stock Images

Systematic or Structural Barriers

Make sure communication policy and procedure supports communication goals.

Certain institutional processes, procedures or cultures may create barriers to communication.

For example, requiring all communications to be sent to one individual may cause an unnecessary bottleneck if the recipient becomes unavailable.

Speaker's Notes

READ:

Systematic or Structural Barriers:

- Make sure communication policy and procedure support communication goals.
- Certain institutional processes, procedures or cultures may create barriers to communication.
- For example, requiring all communications to be sent to one individual may cause an unnecessary bottleneck if the recipient becomes unavailable.

Image source: PowerPoint Stock Images

Attitudinal Barriers

Certain behaviours, perceptions or attributes can prevent people from communicating effectively.



These include:

**personality
conflicts**

**resistance
to change**

**lack of
motivation**

**mental/
emotional state**



Being shy or introverted may make communicating more difficult in a group setting, while extroverts may take over the conversation. When facilitating a group, encourage some members to talk and limit the time for others.

Speaker's Notes

READ:

Attitudinal Barriers: Certain behaviours, perceptions or attributes can prevent people from communicating effectively. These include:

- personality conflicts
- resistance to change
- lack of motivation
- mental or emotional state
- Being shy or introverted may make communicating more difficult in a group setting, while extroverts may take over the conversation. When facilitating a group, you may need to encourage some members to talk and limit the time for others.

Image source: PowerPoint Stock Images

Reducing Barriers to Communication

Make ideas clear before communicating.

Ensure communication is at an appropriate time.

Use language that is mutually understood.

Make the message short and concise.

Speaker's Notes

READ:

Reducing Barriers to Communication:

- Make ideas clear before communicating.
- Ensure communication is at an appropriate time.
- Use language that is mutually understood.
- Make the message short and concise.

Reducing Barriers to Communication

Check that the message is understood and ask for feedback.

Take care of body language, tone and content.

Listen before speaking again.

Do not interrupt if someone else is speaking.

Remove all judgment, be curious and respect other people's opinions and perspectives.

Speaker's Notes

READ:

Reducing Barriers to Communication:

- Check that the message is understood and ask for feedback.
- Take care of body language, tone and content.
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Closing Prayer



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(Pope Francis)

Speaker's Notes

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Image source: PowerPoint Stock Images



Further Resources

Module 6

Speaker's Notes

READ:

Module 6: Further Resources:

Approximate time: Four minutes

Image source: PowerPoint Stock Images



Opening Prayer

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In the name of the Father, and of the Son, and of the Holy Spirit,

Good and loving God, our source of love and light,

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With the guidance of the Holy Spirit,

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Through Christ our Lord,

In the name of the Father, and the Son and the Holy Spirit

Amen.

Speaker's Notes

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Opening Prayer:

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*Prayer source: "Opening Prayer for a Meeting," Prayers and Spiritual Programs,
The Catholic Women's League of Canada*

The League's National Website

cwl.ca



- ***National Manual of Policy and Procedure – Manuals, #615***
- ***Train the Trainer Guide – Manuals, #642***
- ***Handbook for Secretaries – Manuals, #612***
- ***Guide to Simplifying Meetings – Manuals, #636***
- ***Executive Orientation – Workshops, #828***
- **“Public Presence and Member Development” module – available on the *Executive Orientation* Workshop page.**
- **Newsletter Template - Crest, Stationery and Other Council Supplies, #145A**

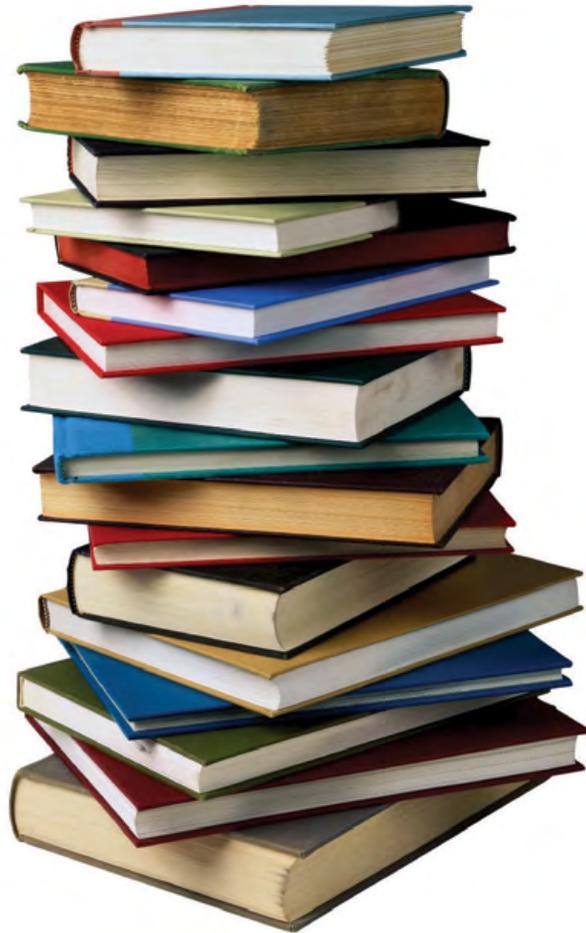
Speaker's Notes

READ:

National website, cwl.ca

- *National Manual of Policy and Procedure* (Manuals, #615)
- *Train the Trainer Guide* (Manuals, #642)
- *Handbook for Secretaries* (Manuals, #612)
- *Guide to Simplifying Meetings* (Manuals, #636)
- *Executive Orientation* (Workshops, #828)
- “Public Presence and Member Development” module is available on the *Executive Orientation* page.
- Newsletter Template (Crest, Stationery and Other Council Supplies, #145A)

Books



- ***The Elements of Style.* Shrunck, W. and White, E., 1999**
- ***The Chicago Manual of Style.* The University of Chicago Press, 2009**
- ***The Only Grammar Book You'll Ever Need.* Thurman, S and Shea, L., 2003**
- ***On Writing Well.* Zinsser, W., 2016**
- ***How to Win Friends and Influence People.* Carnegie, D., 1998**
- ***Digital Body Language.* Dhawan, E., 2023**

Speaker's Notes

READ:

Books:

- *The Elements of Style*. Strunk, W. and White, E., 1999 (\$7.00)
- *The Chicago Manual of Style*. The University of Chicago Press, 2009 (\$10.00)
- *The Only Grammar Book You'll Ever Need*. Thurman, S and Shea, L., 2003 (\$13.00)
- *On Writing Well*. Zinsser, W., 2016
- *How to Win Friends and Influence People*. Carnegie, D., 1998
- *Digital Body Language*. Dhawan, E., 2023

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Other References



- ***Towards Full Presence: A Pastoral Reflection on Engagement with Social Media.*** Dicastery for Communications.
- **“Message of His Holiness Pope Francis for the 57th World Day of Social Communications”**

Speaker's Notes

READ:

Other References

- *Towards Full Presence. A Pastoral Reflection on Engagement with Social Media.* Dicastery for Communications.
- “Message of His Holiness Pope Francis for the 57th World Day of Social Communications”

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Speaker's Notes

READ:

Questions?

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Closing Prayer



May the Lord Jesus, the pure Word poured out from the heart of the Father, help us to make our communication clear, open and heartfelt.

May the Lord Jesus, the Word made flesh, help us listen to the beating of hearts, to rediscover ourselves as brothers and sisters, and to disarm the hostility that divides.

May the Lord Jesus, the Word of truth and love, help us speak the truth in charity, so that we may feel like protectors of one another.

(Pope Francis)

Speaker's Notes

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Closing Prayer:

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Prayer source: “Message of His Holiness Pope Francis for the 57th World Day of Social Communications.”
[vatican.va/content/francesco/en/messages/communications/documents/20230124-messaggio-comunicazioni-sociali.html](https://www.vatican.va/content/francesco/en/messages/communications/documents/20230124-messaggio-comunicazioni-sociali.html)

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Words Have Power





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